

GUIDELINES TO COMPLETE FINAL SEMESTER MBA PROJECT

OBJECTIVE OF THE FINAL SEMESTER PROJECT: Adapting the theoretical concepts absorbed during the first three semesters to solve a real time management decision making problem.

With this in mind you may choose a problem for your project in an area in which you are most comfortable / knowledgeable. It is not prudent to choose a topic in a new or unfamiliar area.

An important point to note: In an academic project the method used to arrive at a solution must be a proven one thro' a research publication or text. Hence a literature review is a must. Unproven methods arising out of experiences will have no value in an academic study.

LITERATURE REVIEW (LR)

A review of literature must be done from management journals. You may review the abstracts of the topic of your interest and select about 10 to 15 abstracts. You may narrow down to any 2 or 3 FULL LENGTH articles which may help you to work on your project. The first name of the author and the year of publication must appear in the content of the LR.

For Example: The rate of men involved in road accidents was double that of women (Hemenway and Solnick 1993; Norris et al 2000) and men were involved in more traffic violations than women (Ferguson et al 2001). Dejoy (1992) stated that poor driving could be the outcome of less perception of risk in a variety of driving behavior and situations.

All authors mentioned in the LR must be listed in the References in the following format.

For Example

References

1. Dejoy D.M. (1992) 'An examination of gender differences in traffic accident risk perception'. Accident Analysis and Prevention, Vol. 24, No.3, pp.237-246.
2. Ferguson S.A., Burns, M.M., Fiorentino D., Williams A.F. and Garcia J. (2001) 'Drinking and driving among Mexican American and Non-Hispanic White Males in Long Beach'. California, Accident Analysis and Prevention Vol. 34, No. 4, pp. 429-437.
3. Hemenway D. and Solnick S.J. (1993) 'Fuzzy dice, dream cars and indecent gestures: correlates of driver behavior?'. Accident Analysis and Prevention, Vol. 25, No.2, pp. 161-170.
4. Norris F.H., Matthews A.B. and Riad J.K. (2000) 'Characterological, Situational and Behavioral Risk Factors for Motor Vehicle Accidents: A Prospective Examination', Accident Analysis and Prevention, Vol. 32, No.4, pp. 505-515.

METHODOLOGY

The methodology must be based on the objectives of your project defined after the LR. The methodology must be clear about the data requirements (primary / secondary), research instrument to be used, hypotheses framed, sampling design (size of sample, type of sample etc) and the tools for analysis (parametric / non-parametric). The choice of tools for analysis must yield quantitative results for the objectives framed in your study.

ANALYSIS AND DISCUSSION

This will follow your data collection and will be very explicit on the conducted study. All information gathered during the data collection must be documented in the form of tables / charts/ graphs with inferences arrived at. Hypotheses must be tested with the appropriate tools and conclusions arrived at.

Based on the analysis and the tested hypotheses, the salient findings of the study must be highlighted. The salient findings must provide answers to all the objectives framed in the study.

The limitations of the study must be specified and this will help the evaluators not to look beyond your defined scope.

ALL STUDENTS WHO ARE DOING THEIR PROJECT IN AN ORGANISATION MUST PROVIDE A PERMISSION LETTER FROM THE ORGANISATION AT THE START OF THE PROJECT AND A CERTIFICATE CONFIRMING YOUR SUCCESSFUL COMPLETION OF THE PROJECT AT THE END OF YOUR PROJECT. THIS IS APPLICABLE EVEN IF THE STUDENT IS EMPLOYED IN THE SAME ORGANISATION

THE ABOVE GUIDELINES MAY BE FOLLOWED WITH PERIODIC DISCUSSIONS WITH THE GUIDE.

Prepared for the benefit of the Set IV MBA (CEG Study Center) Distance Education Students by

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In case you still have queries you may contact your guide or Email your queries to: jayanth@annauniv.edu

**FOR THE KIND ATTENTION OF IV SEMESTER
MBA PROJECT STUDENTS
CEG STUDY CENTER,
ANNA UNIVERSITY CHENNAI**

1. CANDIDATES WHO ARE PURSUEING THEIR PROJECT WORK IN AN ORGANISATION OR USING ORGANISATIONAL DATA (NOT AVAILABLE IN PUBLIC DOMAIN) MUST PRODUCE A PERMISSION LETTER FROM THE ORGANISATION TO PURSUE THE SAME. THIS LETTER (IF NOT ALREADY PRODUCED AT THE TIME OF PROPOSAL SUMISSION) MUST BE PRODUCED DURING THE FIRST REVIEW. THIS IS APPLICABLE EVEN IF THE CANDIDATE IS AN EMPLOYEE OF THAT ORGANISATION. A COPY OF A CERTIFICATE OF SUCESSFUL COMPLETION OF THE PROJECT FROM THE ORGANISATION MUST BE SUBMITTED ALONGWITH THE FINAL PROJECT REPORT.
2. PROJECT RELATED DOCUMENTS AND MATERIALS INCLUDING RAW DATA SUCH AS FILLED IN QUESIONNAIRES, REPORTS ETC. MUST BE PRODUCED AT THE TIME OF THE PROJECT REVIEWS AND DURING VIVA VOCE EXAMINATIONS WITHOUT FAIL. IN CASES OF ONLINE DATA COLLECTED, HARD / SOFT COPIES MUST BE AVAILABLE AT THE TIME OF THE PROJECT REVIEWS AND THE VIVA VOCE EXAMINATION.

**COORDINATOR – SET IV
AY 2008 – 2009 BATCH
CEG STUDY CENTER
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